

## **Bay Delta Conservation Plan DRAFT Public Outreach Plan**

### **Discussion**

This document is written to serve as the Bay Delta Conservation Plan (BDCP) Steering Committee's (SC's) work plan to conduct public outreach (as described in the BDCP Planning Agreement) between November 2008 and February 2009.

### **Purpose of the BDCP**

The purpose of the BDCP is to provide for the conservation covered species within the planning area; to protect and restore certain aquatic, riparian, and associated terrestrial natural communities that support these covered species; and to provide for and restore water quality, water supplies and ecosystem health within a stable regulatory framework.

### **Public Outreach Goal**

Implement an outreach program that sustains an open and transparent process; meets NCCPA, CEQA, and NEPA requirements; raises awareness; improves mutual understanding; builds trust; identifies issues; and sustains momentum. Outreach efforts will result in meaningful participation and input by a broad and balanced variety of public and private interests. Such participation and input in turn will help the BDCP SC make informed and better decisions in pursuing its conservation and water supply planning goals.

### **Information about Outreach Requirements**

The public participation requirement for HCPs is based on NEPA. Since regional HCPs require an EIS, the official public involvement process is initiated when the federal wildlife and fisheries agencies publish a Notice of Intent (NOI) to conduct public scoping in the *Federal Register*. The NOI for the BDCP was published on January 24, 2008 and the comment period ends March 24, 2008. It is typical for the federal wildlife agencies to require a 90-day public comment period for draft HCPs. NEPA also requires public review and comments. Fish agencies respond to public comments from the published NOA in *Federal Register* after 30 days.

The NCCPA requires a public participation "process" as well as a plan for public outreach. There is a clear expectation for early outreach, integration of public values into draft plans, and multiple opportunities for review and comment. All draft documents require a 60-day public review period prior to adoption, and documents must be made available at least 10 working days before public hearings. Although there is a clear expectation related to the process and outreach, the NCCPA does not prescribe any particular methods. The BDCP also will be expected to follow Environmental Justice policies to ensure fair and equitable treatment of people, regardless of race and income level, in the implementation of environmental laws, regulations, and policies related to the BDCP.

**Objectives and Strategies:**

**1. Be accessible**

The BDCP SC will ensure that information and participation venues are easily accessible.

- Present material in ways that all audiences can understand the first time they read or hear it.
- Make information easy to find, easy to understand and easy to use to meet all audiences' needs.
- Make sure that information is accurate and in a sufficient level of detail.
- Provide multiple venues for access to information and opportunities for input.
- Take opportunities to inform and educate, especially prior to participation opportunities.

**2. Be responsive**

To enhance mutual understanding and sustain momentum, the BDCP SC will demonstrate a commitment to providing useful and accurate information.

- Make sure that new and follow-up information is timely.
- Make it easy to ask questions and raise concerns, and ensure a timely and useful reply.
- Show how input was received, compiled, and administered.
- Provide multiple points of contact.
- Encourage public comment to be as specific as possible, rather than a simple expression of satisfaction or dissatisfaction.

**3. Be transparent**

To demonstrate authenticity and build trust, the SC will ensure that proceedings are open.

- Make sure that appropriate documents are available for public review.
- Make sure that public meetings are easy to participate in.
- Keep detailed records, including public participation opportunities and outcomes.
- Correct any misunderstandings or misrepresentations quickly.
- Present information fairly and objectively.

**4. Be comprehensive**

The SC will ensure a thorough public participation and outreach program to reach as many audiences and address as many issues as possible.

- Identify audiences and constituencies who may consider themselves to be stakeholders or interested parties.
- Reach out to ensure that proceedings are inclusive of all who have an interest or desire to participate.
- Cover the breadth of topics necessary to be informational, educational, and relevant.

- Make efforts to involve communities with concerns about environmental justice, as well as those who are traditionally underrepresented in conservation planning activities, including tribal governments.
- Utilize multiple and overlapping methods for notification.
- Utilize networking to conduct outreach through useful information conduits.
- Use outreach to address environmental justice by identifying any disproportionately high or adverse impacts on minority or low-income communities.
- Be open to ideas from the public about ways to enhance the public outreach program.

### **Tactics**

These tactics support the objectives and strategies as described above. They are inter-related and as such, elements of one tactic that support others are not repeated.

#### **Information Materials**

The BDCP has a brochure, process timeline, PowerPoint presentation, and several subject-specific fact sheets to help describe issues relevant to developing the conservation plan. All materials are formatted using a standard graphic template for ease in public identification of BDCP information. Over the next few months, the BDCP will implement the following:

- Update existing brochure and fact sheets
- Provide newsletter article to SC organizations for their use
- Glossary of terms and acronyms
- Update process timeline
- Update Web site
- Develop materials necessary for public workshops

#### **Public Workshops**

Host a series of meetings in January in numerous locations to provide the public with an opportunity to learn more about and comment on the working draft conservation measures that are in development. The workshop format will allow in-depth conversation about specific conservation measures. All meeting venues will comply with Americans with Disabilities Act (ADA) requirements and will be in locations with convenient access to public transportation and adequate parking. At least one workshop will be provided as a Webcast on the BDCP Web site and will be archived for future viewing. Publicity will include:

- Save-the-date email as soon as dates/locations are confirmed
- Fliers posted in Delta communities 2 weeks in advance (in locations such as library, post office, senior center, feed/equipment stores, city/county offices)
- Direct email invitation to all individual emails available (from scoping, town halls and landowner meetings) no later than 2 weeks in advance
- Post in Delta eNews 2 weeks and 1 week in advance
- Provide hard copies to local community organizations (including EJ networks) who are willing and able to mail directly to their members/constituents

- Ask each SC member organization to email/direct mail to their members/constituents and/or place article in their newsletter
- Post on BDCP, DHCCP and SC member Web sites
- Calendar notices (dailies, radio) 1 week prior (weeklies) 2 weeks prior
- Paid advertising (similar to scoping meeting advertisements, potentially \$20k expense)

Future workshops will include EIR/EIS scoping meetings, Draft BDCP and Draft EIR/EIS, and Final EIR/EIS and BDCP Rollout.

### **Steering Committee Meetings**

Steering Committee meetings have been and will continue to be open to the public. These meetings provide timely access to updated information and opportunities for public interaction with SC members and public comment. To demonstrate the SC's desire to maintain transparency in the BDCP development process, the SC meetings were moved to the California Farm Bureau to accommodate larger numbers than past meetings and provide sufficient opportunity for public comment. To facilitate this, the conference call information is publicized as a part of agendas, and a link provided to follow PPT presentations in real-time. In addition, public comment is opened up after each agenda item, rather than at the end of the meeting, to encourage discussion on all agenda items. This approach will continue indefinitely.

### **Media**

The BDCP SC will coordinate with other Resources Agency media briefings and outreach to ensure that interested reporters are kept up-to-date and have access to information in a timely manner.

### **Distribution Networks**

The SC provides a ready-made distribution network to reach potentially interested parties who are SC member constituents. Likely SC activities include:

- Distributing email announcements to SC member distribution lists.
- Placing relevant announcements or newsletter articles in SC member organization publications.
- Linking the BDCP Web site or other Internet-available information on SC member Web sites.
- Identifying potential targets for speakers' bureau presentations.
- Hosting meetings at available SC member organization venues.
- Placing BDCP information at SC member organization booths or other events.

### **Web Site**

The BDCP Web site, which recently underwent reorganization, provides ready access to information for a majority of existing BDCP audiences. The Web site will continue to be updated regularly and will be further reorganized as necessary to facilitate ever-improved access to information.

### **Briefings**

A number of briefings have been held throughout 2008 to engage small groups, organizations and individuals about the BDCP. In addition, Secretary Chrisman initiated a once-per-month meeting

with in-Delta County Supervisors and representatives of three Councils of Government that overlay the Delta, and Resources agency staff participated in several in-Delta County Technical Advisory Committee meetings. Staff briefings will be held on an ongoing basis to engage in detailed discussions with interested parties. Formal presentations will also be made to councils, boards and commissions as necessary. A comprehensive database is maintained by the Resources Agency to keep track of individuals and organizations who have an interest in the BDCP. A summary, organized by county, is listed below. Additional outreach will be conducted to fulfill environmental justice policy and to engage stakeholders on conservation measures geared toward managing other species stressors.

Yolo County

City of Davis  
City of Woodland  
City of West Sacramento  
Yolo County Farm Bureau  
Yolo Basin Foundation  
Lower Yolo Basin Planning Forum  
Reclamation Districts  
Yolo County HCP  
Yolo County Flood Control and Water Conservation District  
Port of Sacramento  
North Delta CARES

Sacramento County

City of Sacramento  
City of Elk Grove  
City of Galt  
City of Isleton  
Sacramento County Water Agency  
Sacramento County Farm Bureau  
Sacramento Valley Conservancy  
Sacramento Regional County Sanitation District/  
Sacramento Area Sewer District  
South Sacramento County HCP  
Stone Lakes Wildlife Refuge  
Reclamation Districts

Solano County

City of Suisun City  
City of Rio Vista  
Solano County Farm Bureau  
Solano County Water Agency  
Reclamation Districts  
Solano County HCP  
Solano Land Trust

Contra Costa County

City of Brentwood  
City of Antioch  
City of Pittsburg  
Contra Costa County Farm Bureau  
East Contra Costa County HCP  
Town of Discovery Bay

San Joaquin County

City of Stockton  
City of Lathrop  
City of Lodi  
City of Tracy  
Stockton East Water District  
Central San Joaquin Water Conservation District  
South San Joaquin Irrigation District  
San Joaquin County Flood Control & Water Conservation District  
South Delta Water Agency  
San Joaquin County Farm Bureau  
San Joaquin County HCP  
Sacramento County Farm Bureau  
Central Valley Joint Venture  
Central Valley Flood Control Association

**Schedule (by week)**

November 17 – Schedule and conduct briefings, finalize public workshop plan, vet EJ approach with Resources EJ staff, begin compiling workshop publicity database

November 24 – Confirm staffing participation for workshops, develop first draft of the workshop invite, continue to schedule and conduct briefings

December 1 – distribute save-the-date email, research ad rates, confirm facilities, continue to schedule and conduct briefings, initiate contact with EJ organizations, initiate work with SC member organizations for outreach through their channels

December 8 – ongoing workshop preparation, continue to schedule and conduct briefings, coordinate with Resources Agency on media outreach, continued EJ outreach, continued SC outreach

December 15 – ongoing workshop preparation, continue to schedule and conduct briefings, continued EJ outreach, continued SC outreach

December 22 – vet first drafts of workshop materials including PPT, handouts, etc.

December 29 – prepare workshop logistics

January 5 – finalize invite, flier and advertisements, hone workshops materials, continue to schedule and conduct briefings, coordinate with Resources Agency on continued media outreach and briefings for elected officials, continued EJ outreach, continued SC outreach

January 12 – Distribute all meeting notices, post fliers, finalize all materials, ongoing briefings, EJ outreach and SC outreach

January 19 – final publicity and preparations for public workshops, ongoing briefings, EJ outreach, media outreach and SC outreach

January 26 and February 2 – host public workshops

### **Roles and Responsibilities**

BDCP Communications Co-chairs and Management Team: Direct the work of the outreach consultant, assist in the implementation of strategies and tasks, review work products on an as needed basis, and assist the Communications Subcommittee in the execution of its assignments and responsibilities, as directed by the SC.

Communications Sub-committee: Formulate recommendations on overall strategies and approaches on public outreach to recommend to the SC; review work products and materials and formulate recommendations to the SC. Provide tactical assistance in disseminating information via SC distribution networks.

Steering Committee: Provide final review of work products and assistance in disseminating information via each member's distribution networks.

Consultants: Manage public outreach program. Advance tasks and monitor progress. Develop, revise, produce and distribute work products. Take direction from the SC and the Communications Subcommittee and its co-chairs, as appropriate. Coordinate with Resources Agency and consultants working on related outreach programs to ensure consistency and collaboration.